

<i>SERFF Tracking Number:</i>	<i>LCNC-125771796</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>The Lincoln National Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>39912</i>
<i>Company Tracking Number:</i>	<i>CRN 200806- 2017547</i>		
<i>TOI:</i>	<i>L08 Life - Other</i>	<i>Sub-TOI:</i>	<i>L08.000 Life - Other</i>
<i>Product Name:</i>	<i>The Siller & Cohen Report - Economic Highlights & Long Term Care</i>		
<i>Project Name/Number:</i>	<i>The Siller & Cohen Report - Economic Highlights & Long Term Care 4th Quarter 2008/CRN 200806- 2017547</i>		

Filing at a Glance

Company: The Lincoln National Life Insurance Company

Product Name: The Siller & Cohen Report - Economic Highlights & Long Term Care SERFF Tr Num: LCNC-125771796 State: ArkansasLH

TOI: L08 Life - Other

SERFF Status: Closed

State Tr Num: 39912

Sub-TOI: L08.000 Life - Other

Co Tr Num: CRN 200806- 2017547 State Status: Filed-Closed

Filing Type: Form

Co Status:

Reviewer(s): Linda Bird

Author: Anabela Tavares

Disposition Date: 08/20/2008

Date Submitted: 08/12/2008

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: The Siller & Cohen Report - Economic Highlights & Long Term Care 4th Quarter 2008 Status of Filing in Domicile: Authorized

Project Number: CRN 200806- 2017547

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 08/20/2008

State Status Changed: 08/15/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

RE: Lincoln National Life Insurance Company

NAIC Number 65676 FEIN Number 35-0472300

Advertising Filing

Form(s):

SERFF Tracking Number: LCNC-125771796 State: Arkansas
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CRN 200806-2017547 The Siller & Cohen Report
Economic Highlights and Long Term Care
4th Quarter 2008

Dear Sir or Madam:

Attached for your review and approval is the above-referenced advertising form.

If you need any additional information, please contact me toll-free at 1-800-238-6252, Extension 2307. Thank you for your attention to this matter.

Sincerely,

Anabela Tavares
Product Compliance Coordinator
The Lincoln Financial Group Product Compliance Department
Telephone: 860-466-2307 Fax: 860-466-1348
E-mail: anabela.tavares@lfg.com

Company and Contact

Filing Contact Information

Anabela Tavares, Compliance Coordinator anabela.tavares@lfg.com
350 Church Street (860) 466-2307 [Phone]
Hartford , CT 06103 (860) 466-1348[FAX]

Filing Company Information

The Lincoln National Life Insurance Company	CoCode: 65676	State of Domicile: Indiana
350 Church Street - MPM1	Group Code: 20	Company Type: Life
Hartford, CT 06103-1106	Group Name:	State ID Number:
(860) 466-2899 ext. [Phone]	FEIN Number: 35-0472300	

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Filing Fees

Fee Required? *Yes*
Fee Amount: *\$25.00*
Retaliatory? *No*
Fee Explanation:
Per Company: *No*

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Lincoln National Life Insurance Company	\$25.00	08/12/2008	21899163

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Linda Bird	08/20/2008	08/20/2008
Filed	Linda Bird	08/15/2008	08/15/2008

Amendments

Item	Schedule	Created By	Created On	Date Submitted
The Siller & Cohen Report	Form	Anabela Tavares	08/19/2008	08/19/2008

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Advertising Filing	Note To Reviewer	Anabela Tavares	08/15/2008	08/15/2008
ADVERTISING FILING	Note To Filer	Linda Bird	08/14/2008	08/14/2008

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Disposition Date: 08/20/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Supporting Document	Certification/Notice		No
Supporting Document	Application		No
Form (revised)	The Siller & Cohen Report		Yes
Form	The Siller & Cohen Report	Withdrawn	Yes

SERFF Tracking Number: *LCNC-125771796* *State:* *Arkansas*
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Amendment Letter

Amendment Date:

Submitted Date: 08/19/2008

Comments:

Ms. Bird

Due to a technical error when converting the advertising material to a PDF file, the information in the gray box of the bottom of page 4 was omitted in error. Attached is a corrected PDF of the advertising form "The Siller and Cohen Report". Please note that the only change from the form previously submitted is the addition of this box on page 4. Thank you so much for reopening this filing and I'm sorry for any inconvenience this might have caused.

Anabela

Changed Items:

Form Schedule Item Changes:

Form Schedule Item Changes:

Form Number	Form Type	Form Name	Action	Form Action Other	Previous Filing #	Replaced Form #	Readability Score	Attachments
CRN 200806-2017547	Advertising	The Siller & Cohen Report	Initial				0	CRN 200806-2017547.pdf

SERFF Tracking Number: *LCNC-125771796* *State:* *Arkansas*
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Note To Reviewer

Created By:

Anabela Tavares on 08/15/2008 12:55 PM

Subject:

Advertising Filing

Comments:

The Siller & Cohen Report is a newsletter for clients and prospective clients, it's not a formal marketing piece for life or long term care insurance.

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Note To Filer

Created By:

Linda Bird on 08/14/2008 03:45 PM

Subject:

ADVERTISING FILING

Comments:

Will The Siller & Cohen Report be used in the marketing of a life product? Please provide additional information.

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Product Name: The Siller & Cohen Report - Economic Highlights & Long Term Care

Project Name/Number: The Siller & Cohen Report - Economic Highlights & Long Term Care 4th Quarter 2008/CRN 200806- 2017547

Form Schedule

Lead Form Number:

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	CRN 200806-2017547	Advertising	The Siller & Cohen Report	Initial		0	CRN 200806-2017547.pdf

Inside This Issue

- **Economic Highlights**
- **Long Term Care**

Siller & Cohen is pleased to announce a new strategic alliance with a leader in **long term care planning**. Please see our article within.

ABOUT SILLER & COHEN

Siller & Cohen is a boutique family wealth advisory firm providing financial solutions for the past twenty years to institutions and high net worth individuals. We combine the detail and careful attention of a smaller firm with the deep resources of a national organization. Our team includes accountants*, lawyers* Certified Investment Management Analysts®, and CERTIFIED FINANCIAL PLANNER® professionals.

While we offer our clients the full range of planning services, our core areas of expertise include wealth transfer, investments, and business succession planning.

For the past four years in a row, members of our firm are proud to have been named by *Barron's Magazine* as among the top 100 investment advisors in the nation.

* licensed, not practicing

SILLER & COHEN

800 Westchester Avenue
Suite S-504
Rye Brook, NY 10573

Tel: 914.305.9050
Fax: 914.305.9060

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The *SILLER* & *COHEN* Report

www.SillerandCohen.com

Guiding You and Your Family Toward Your Financial Goals

Economic Highlights

THE PRICE IN LONDON

As of May 26th, the average price of a gallon of gasoline in Britain was \$8.31 (i.e., after converting the British price into US dollars per gallon), more than twice the average US price (source: EIA).

SIZE OF PROFIT

The average profit margin at the pump for a US gas station is 11 cents a gallon, approximately half the size it was just 1-year ago (source: *Fortune*).

RISING COSTS

The CPI advanced +3.9% for the 1-year ending 4/30/08. The energy component of the index was up +15.9% while the food component was up +5.1% (source: Department of Labor).

ALL ALONE

73% of working Americans drive to work alone (source: Labor Department, *Time Magazine*).

NOT A BIG DROPOFF

A new study on the spending habits of retirees concludes that an individual's spending declines by no more than 6% annually in his/her post-working years (source: RAND Corporation, National Bureau of Economic Research).

THEY'RE NUMBER TWO

As recently as January 2006, China ranked as only the 6th largest economy in the world. In the subsequent 2 ¼ years, China has passed (in order) France, Britain, Germany and lastly Japan to reach 2nd place in the global rankings, trailing only the USA (source: The World Bank).

A LOT OF SAVINGS

The Chinese government estimates that low-priced exports from their country have saved American consumers \$600 billion over the last 10 years (source: *Wall Street Journal*).

The *SILLER* & *COHEN* Report

THEN AND NOW

As of January 1, 1934, 44% of all US homes were in default on their mortgages. As of 3/31/08, just 4.5% of mortgages were at least 30 days delinquent on the payment of their monthly principal and interest amount (source: Federal Reserve Bank of St. Louis Review, *Wall Street Journal*, *Equifax*).

NOT GREAT, BUT NOT THAT BAD

3 US banks have failed YTD, the latest occurring on 5/09/08 in Arkansas. There were only 3 failed banks nationwide during the last 3 calendar years combined (2005-07). By comparison, a total of 534 banks failed in 1989 alone (source: FDIC, *Financial Times*).

I HOPE THEY ARE RIGHT

Of those economists who believe the US is either already in a recession or will enter into one later this calendar year, 89% of this group anticipate that the economic downturn will be “short and shallow” in duration and intensity as opposed to “long and deep” (source: *USA Today*).

MORE BUYS THAN SELLS

87% of professional money managers anticipate being a net buyer (as opposed to being a net seller) of stocks in the next 3-6 months (source: *Barron's*).

SECOND PLACE IS JUST FINE

20 years ago (1988), professional golfer Curtis Strange became the first man to earn \$1 million in a season. Two weeks ago, Paul Goydos became the first man to earn \$1 million for finishing 2nd place in a single tournament. Goydos lost to Sergio Garcia in a playoff at The Players Championship but still earned \$1.026 million (source: PGA Tour, *USA Today*).

JUST FROM THE DIVIDENDS

32% of the S&P 500's total return over the past 10-years (1958-2007) is the result of reinvested dividends. The S&P 500 is an unmanaged index of 500 widely held stocks that is generally considered representative of the US stock market (source: BTN Research).

PRETTY SIMILAR

In spite of the fact that both the growth style and the value style of investing have had success at different times in the past, their respective average annual returns differ by just over 1% for the last 25 calendar years (1983-2007). The growth stocks in the S&P 500 have gained +11.9% per year over the 25 years while the value stocks in the S&P 500 have gained +13.2% per year for the same period (source: BTN Research).

The *SILLER* & *COHEN* Report

LONG TERM CARE – TO SELF INSURE OR NOT?

An issue that many of our clients have been raising with us is long term care costs, and how best to plan for them. The conventional wisdom is that long term care insurance isn't necessary for affluent families, as they have the ability to "self-insure" this risk, that is, the ability to simply pay the cost of care out of their assets. However, our clients who have directly or indirectly experienced a long term care event have realized that, in some circumstances, conventional wisdom may not always provide the right answer.

What is Long Term Care: Long term care is a broad range of ongoing medical, personal, and social services needed by people who are unable to meet their basic living needs without assistance, either because of an accident, an illness, a cognitive impairment (e.g. Alzheimer's disease), or simply because they have become frail due to old age. Over 90% of all long term care is *custodial care*, that is, help with eating a meal, taking a bath, getting dressed, maintaining continence, using the toilet, transferring (for example, moving from a bed to a chair, etc.).

What are the Chances that You Will Need Long Term Care: We'd all like to live robust, fully-functioning lives up until our last day, and then die in our sleep, or even better, on the golf course. But here are some statistics: **(1)** About 70% of individuals over age 65 will require at least some type of long term care services during their lifetime¹; **(2)** Over 40% will need care in a nursing home for some period of time¹; **(3)** While about one-third of today's 65-year-olds may never need long term care services, 20 percent of them will need care for more than five years¹; **(4)** One out of four Americans age 85 or older lives in a nursing home².

What Does Long Term Care Cost: It depends on the type of care that is required. Periodic home care visits and adult day care can be relatively inexpensive. However, if you need full time care, either in your own home or in a nursing home, the cost can be significant. For example, according to *Genworth Financial's April 2008 Cost of Care Survey*, in the New York metro area home health aides can cost between \$16 and \$60 per hour. Even at only \$40 per hour, the cost of 24/7 live-in care would be \$350,000 per year. The cost of a private room in a nursing home can range as high as \$380 per day, or \$139,000 per year. And these are *today's* prices. Long term care costs have historically increased by approximately 5% per year³. If this continues, then in 10 years, these costs will have increased to \$570,000 per year and \$226,000 per year respectively.

Why Families Might Consider Long Term Care Insurance:

It's a Good Financial Hedging Strategy: A married couple, both age 65, could purchase a long term care insurance policy that pays \$9,000 per month (\$108,000 per year), with a 10 year benefit period. This would create an initial benefit pool of \$1,080,000 that either spouse could draw on to pay for long term care costs. Because of the inflation rider on the policy, this benefit pool would increase by 5% per year, such that in 20 years, it would grow to \$2,865,562. The premium for this policy would be \$12,780 per year⁴. In 20 years the total premiums paid to the insurance company would be \$255,600. If, in 20 years, either spouse requires full time home care or nursing home care that lasts for ten years, the insurance company would pay them or their family the full benefit of \$2,865,562. Thus, for total premiums of \$255,600, the family would have protected over \$2.8M of family assets.

**SILLER
&
COHEN**

Family Wealth Advisors Since 1988

Our Team

Randy P. Siller, CPA*, CIMA®
Masters in Taxation

Principal

Jeffrey S. Cohen, CFP®

Principal

Gregory J. Thompson, JD*, CFP®

Director of Advisory Services

Richard E. Austin, JD*, LLM, CIMA®

Director of Advisory Services

Yona Klein

Advisor

Nicholas A. Colello, CFP®, ChFC®

Associate Advisor

Joanna I. Adams, MBA

Associate Advisor

Barbara Schmidt

Case Manager

Nela Govic

Administrative Manager

Linda Prescott

Administrative Assistant

Connie Tsamparlis

Administrative Assistant

Elizabeth Maffei

Marketing Coordinator

** Licensed, not practicing*

Important notes

The performance of an index assumes no transaction costs, taxes, management fees or other expenses. An investor cannot invest directly in an index. Past performance is no guarantee of future results.

The Dow Jones Industrial Average ("the Dow") is made up of 30 stocks and is considered representative of the general state of the stock market.

The S&P 500 Index is considered a reflection of U.S. large company stocks.

The *SILLER & COHEN* Report

LONG TERM CARE – TO SELF INSURE OR NOT? (Continued)

It Promotes Family Harmony: It's important to understand that long term care is an issue that affects the *entire* family, not just the person needing the care. Even in affluent families that have the financial resources to pay for the care, making long term care decisions about a parent can be very emotional, and disputes can arise among family members over how much to spend on the care, which assets to liquidate to pay for it, how the cost of the care impacts the children's inheritance, etc.. Having a long term care insurance policy that will pay for all or a significant portion of the care can help reduce the likelihood that family tension will be created, or re-surfaced, by dealing with the long term care event.

What *Siller & Cohen* Is Doing About this Issue: Our approach is that, depending on individual family circumstances and philosophy, self-insuring the long term care risk may still be an appropriate answer. However, we have determined that most of our clients have not been sufficiently educated in this area to allow them to make the right decision. To meet this need, we have recently entered into a strategic alliance with an independent nationally recognized long term care planning firm, whose philosophy is to help families objectively evaluate which approach is right for them. If you have concerns in this area, we would strongly encourage you to take advantage of this educational opportunity. For *Siller & Cohen* clients, there is no cost for this meeting. Please call our *Administrative Manager*, Nela Govic, at 914.305.9050, to schedule an appointment.

1. National Clearinghouse for Long Term Care Information; U.S. Dept of Health / Human Services
2. Texas Department of Insurance
3. April 2008 Cost of Care Survey – Genworth Financial
4. Genworth Life Insurance Company, Richmond, Virginia. In New York, Genworth Life Insurance Company of New York. Genworth Privileged Choice Long Term Care Insurance Policy Forms Series 7044, 7044ID in ID, 7044NC in NC, 7044OK in OK, 7044VT in VT, 7044TX in TX. Not all policies are available in all states.. Standard rating. Benefit of \$300 per day. 10 year benefit period. 5% compound inflation feature. 90 day elimination period

Any discussion pertaining to taxes in this communication may be part of a promotion or marketing effort. As provided for in government regulations, advice related to federal taxes that is contained in this communication is not intended or written to be used, and cannot be used, for the purpose of avoiding penalties under the Internal Revenue code. Individuals should seek advice based on their own particular circumstances from an independent tax advisor.

Associates of Siller & Cohen are registered representatives of Lincoln Financial Advisors Corp.

Securities and advisory services offered through **Lincoln Financial Advisors Corp.**, a broker/dealer and registered investment advisor. Insurance offered through Lincoln affiliates and other fine companies.

This material is for information purposes only. We do not offer legal or tax advice. Seek the advice of a tax advisor prior to making a tax-related insurance/investment transaction. CRN 200806-2017547

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Superseded Attachments

Please note that all items on the following pages are items, which have been replaced by a newer version. The newest version is located with the appropriate schedule on previous pages. These items are in date order with most recent first.

Original Date:	Schedule	Document Name	Replaced Date	Attach Document
No original date	Form	The Siller & Cohen Report	08/12/2008	CRN 200806- 2017547.pdf

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* licensed, not practicing

SILLER & COHEN

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Visit Us At:

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20 years ago (1988), professional golfer Curtis Strange became the first man to earn \$1 million in a season. Two weeks ago, Paul Goydos became the first man to earn \$1 million for finishing 2nd place in a single tournament. Goydos lost to Sergio Garcia in a playoff at The Players Championship but still earned \$1.026 million (source: PGA Tour, *USA Today*).

JUST FROM THE DIVIDENDS

32% of the S&P 500's total return over the past 10-years (1958-2007) is the result of reinvested dividends. The S&P 500 is an unmanaged index of 500 widely held stocks that is generally considered representative of the US stock market (source: BTN Research).

PRETTY SIMILAR

In spite of the fact that both the growth style and the value style of investing have had success at different times in the past, their respective average annual returns differ by just over 1% for the last 25 calendar years (1983-2007). The growth stocks in the S&P 500 have gained +11.9% per year over the 25 years while the value stocks in the S&P 500 have gained +13.2% per year for the same period (source: BTN Research).

The *SILLER* & *COHEN* Report

LONG TERM CARE – TO SELF INSURE OR NOT?

An issue that many of our clients have been raising with us is long term care costs, and how best to plan for them. The conventional wisdom is that long term care insurance isn't necessary for affluent families, as they have the ability to "self-insure" this risk, that is, the ability to simply pay the cost of care out of their assets. However, our clients who have directly or indirectly experienced a long term care event have realized that, in some circumstances, conventional wisdom may not always provide the right answer.

What is Long Term Care: Long term care is a broad range of ongoing medical, personal, and social services needed by people who are unable to meet their basic living needs without assistance, either because of an accident, an illness, a cognitive impairment (e.g. Alzheimer's disease), or simply because they have become frail due to old age. Over 90% of all long term care is *custodial care*, that is, help with eating a meal, taking a bath, getting dressed, maintaining continence, using the toilet, transferring (for example, moving from a bed to a chair, etc.).

What are the Chances that You Will Need Long Term Care: We'd all like to live robust, fully-functioning lives up until our last day, and then die in our sleep, or even better, on the golf course. But here are some statistics: **(1)** About 70% of individuals over age 65 will require at least some type of long term care services during their lifetime¹; **(2)** Over 40% will need care in a nursing home for some period of time¹; **(3)** While about one-third of today's 65-year-olds may never need long term care services, 20 percent of them will need care for more than five years¹; **(4)** One out of four Americans age 85 or older lives in a nursing home².

What Does Long Term Care Cost: It depends on the type of care that is required. Periodic home care visits and adult day care can be relatively inexpensive. However, if you need full time care, either in your own home or in a nursing home, the cost can be significant. For example, according to *Genworth Financial's April 2008 Cost of Care Survey*, in the New York metro area home health aides can cost between \$16 and \$60 per hour. Even at only \$40 per hour, the cost of 24/7 live-in care would be \$350,000 per year. The cost of a private room in a nursing home can range as high as \$380 per day, or \$139,000 per year. And these are *today's* prices. Long term care costs have historically increased by approximately 5% per year³. If this continues, then in 10 years, these costs will have increased to \$570,000 per year and \$226,000 per year respectively.

Why Families Might Consider Long Term Care Insurance:

It's a Good Financial Hedging Strategy: A married couple, both age 65, could purchase a long term care insurance policy that pays \$9,000 per month (\$108,000 per year), with a 10 year benefit period. This would create an initial benefit pool of \$1,080,000 that either spouse could draw on to pay for long term care costs. Because of the inflation rider on the policy, this benefit pool would increase by 5% per year, such that in 20 years, it would grow to \$2,865,562. The premium for this policy would be \$12,780 per year⁴. In 20 years the total premiums paid to the insurance company would be \$255,600. If, in 20 years, either spouse requires full time home care or nursing home care that lasts for ten years, the insurance company would pay them or their family the full benefit of \$2,865,562. Thus, for total premiums of \$255,600, the family would have protected over \$2.8M of family assets.

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Important notes

The performance of an index assumes no transaction costs, taxes, management fees or other expenses. An investor cannot invest directly in an index. Past performance is no guarantee of future results.

The Dow Jones Industrial Average ("the Dow") is made up of 30 stocks and is considered representative of the general state of the stock market.

The S&P 500 Index is considered a reflection of U.S. large company stocks.

The *SILLER* & *COHEN* Report

LONG TERM CARE – TO SELF INSURE OR NOT? (Continued)

It Promotes Family Harmony: It's important to understand that long term care is an issue that affects the *entire* family, not just the person needing the care. Even in affluent families that have the financial resources to pay for the care, making long term care decisions about a parent can be very emotional, and disputes can arise among family members over how much to spend on the care, which assets to liquidate to pay for it, how the cost of the care impacts the children's inheritance, etc.. Having a long term care insurance policy that will pay for all or a significant portion of the care can help reduce the likelihood that family tension will be created, or re-surfaced, by dealing with the long term care event.

What *Siller & Cohen* Is Doing About this Issue: Our approach is that, depending on individual family circumstances and philosophy, self-insuring the long term care risk may still be an appropriate answer. However, we have determined that most of our clients have not been sufficiently educated in this area to allow them to make the right decision. To meet this need, we have recently entered into a strategic alliance with an independent nationally recognized long term care planning firm, whose philosophy is to help families objectively evaluate which approach is right for them. If you have concerns in this area, we would strongly encourage you to take advantage of this educational opportunity. For *Siller & Cohen* clients, there is no cost for this meeting. Please call our *Administrative Manager*, Nela Govic, at 914.305.9050, to schedule an appointment.

1. National Clearinghouse for Long Term Care Information; U.S. Dept of Health / Human Services
2. Texas Department of Insurance
3. April 2008 Cost of Care Survey – Genworth Financial
4. Genworth Life Insurance Company, Richmond, Virginia. In New York, Genworth Life Insurance Company of New York. Genworth Privileged Choice Long Term Care Insurance Policy Forms Series 7044, 7044ID in ID, 7044NC in NC, 7044OKin OK, 7044VT in VT, 7044TX in TX. Not all policies are available in all states.. Standard rating. Benefit of \$300 per day. 10 year benefit period. 5% compound inflation feature. 90 day elimination period

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